



# WORKING PAPER SERIES

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## **Brand Personality and Purchasing Decisions: Stereotype Content Model vs. Aaker Scale in an Empirical Setting**

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**SUMMARY / KURZINFORMATION**

<b>Topic</b>	Much of current research on brand personalities has drawn upon Aaker's scale (1997) to operationalize the construct. In recent years, however, scholars have increasingly questioned the scale's validity and usefulness. We test a rival operationalization, the stereotype content model. Findings show that this model has some important advantages.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Brief summary of brand personality research</li> <li>• Introduction of the stereotype content model</li> <li>• Presentation of the empirical study</li> <li>• Discussion including implications and limitations.</li> </ul>
<b>Character</b>	Conceptual and empirical
<b>Authors</b>	<ul style="list-style-type: none"> <li>• Katharina Güse is research assistant and doctoral candidate at the University of Bamberg</li> <li>• Björn Sven Ivens holds the chair of marketing at Otto-Friedrich-University Bamberg</li> <li>• Brigitte Müller is assistant professor of marketing at the University of Lausanne, Faculty of Business &amp; Economics (HEC Lausanne)</li> <li>• Franciska Krings is assistant professor of marketing at the University of Lausanne, Faculty of Business &amp; Economics (HEC Lausanne)</li> </ul>
<b>Feedback</b>	Is always welcome! Please address to: Prof. Dr. Björn Sven Ivens at the Marketing Department

# **Brand Personality and Purchasing Decisions: Stereotype Content Model vs. Aaker Scale in an Empirical Setting**

## ***Abstract:***

*There has been increasing interest in the impact of brand personality perceptions on behavioral intentions. We extend the literature in two ways. First, drawing upon social psychology we introduce an alternative conceptualization of brand personality. Second, we study the role of emotions in the process leading from brand personality perceptions to purchase intentions. Based on empirical data we compare two models, one including the Aaker scale and a rival one including the stereotype content model (SCM). Results suggest that irrespective of the brand personality conceptualization used, emotions are an important explanatory factor for customers' behavioral intentions. We also find that the stereotype content scale constitutes an efficient alternative to the Aaker scale.*